

A New and Improved Delivery Service Insures Prompt Arrival

of the furniture you want at the time you want it. And in good condition.

Furniture Bought in This February Sale Will Be Billed as of March 1st.

GIMBEL BROTHERS

32ND STREET — BROADWAY — 33RD STREET — NEW YORK CITY

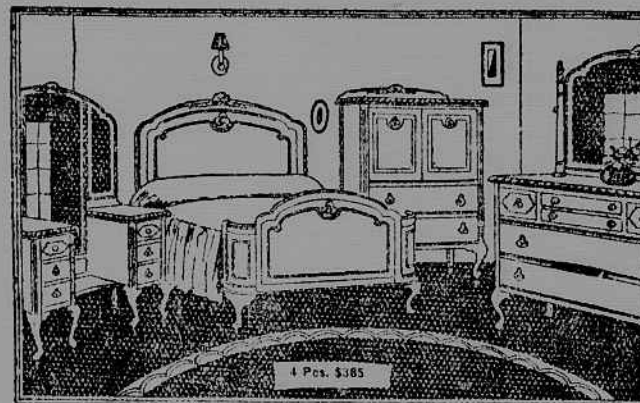
Prices On Suites In This Sale
Range From \$90 to \$1350

for full details of lower priced merchandise included in this sale

See Today's World or American

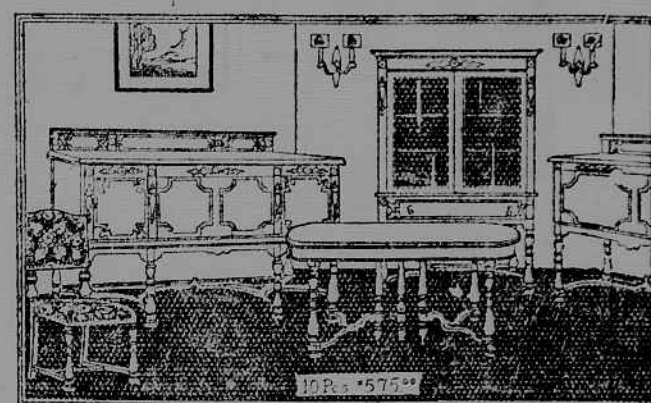
On the Better Value of the Offerings in This FEBRUARY FURNITURE SALE Gimbels Stakes Its Reputation

—Challenging Townwide Competition : Invoking
the Acid Test of Comparison : Epitomizing
the Newness, the Desirability, the Beauty,
the Value of This Sale's Every Offering



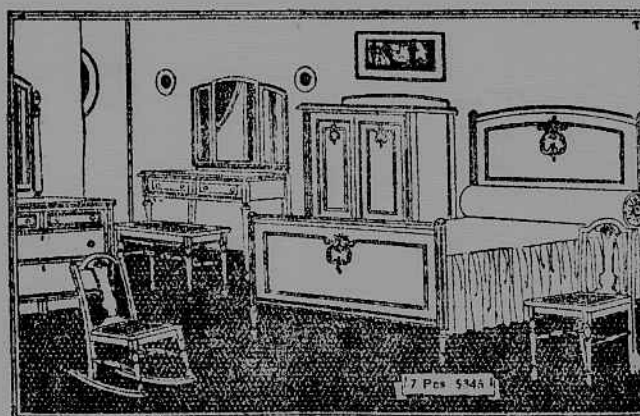
This Bedroom Suite : \$385
Regularly Selling for \$550

4 pieces; mahogany or walnut; dresser; chiffonette; vanity; 4/6 bow-end bed. A good suite; low priced!



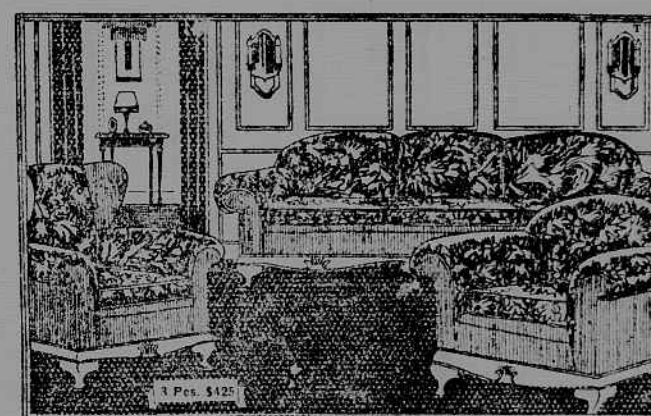
This Dining Suite : \$575
Regular Selling Price : \$1150

10 Pieces; walnut; 72" buffet; china closet; enclosed server; 48x60" oblong extension table; 5 side and 1 arm chair; covered in tapestry.



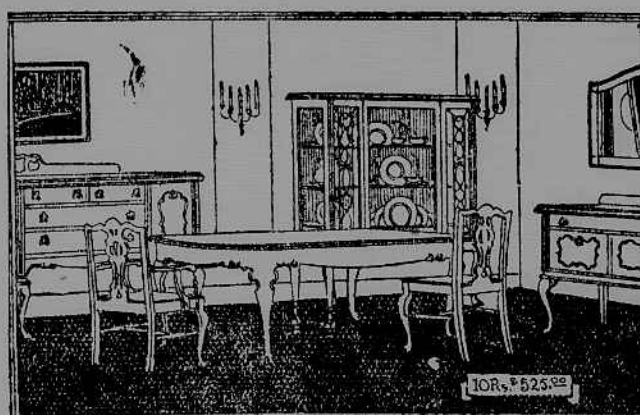
This Bedroom Suite : \$345
Regularly Selling for \$465

7 pieces; ivory enamel; dresser; chiffonette; toilet table; chair; bench; rocker. Graceful. Well-built. And slightly.



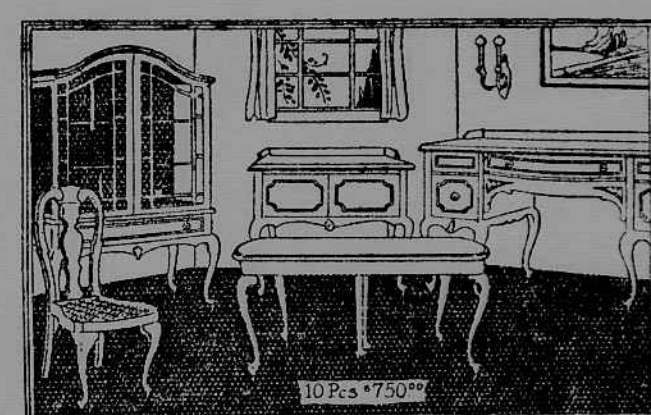
Living Room Suite : \$425
Regular Selling Price : \$675

8 piece overstuffed suite; spring backs; loose cushioned seats; covered in figured mohair; sofa; arm chair; wing-chair.



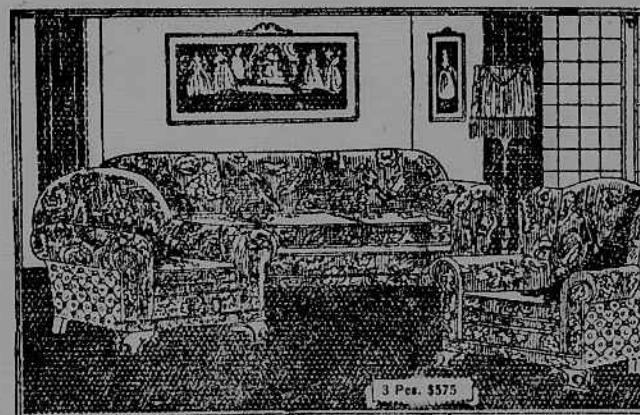
This Dining Suite : \$525
Regularly Selling for \$750

10 Pieces; Walnut; 72" buffet; enclosed server; china closet with latticed doors; 60x48" oblong table; 5 side and 1 arm chair; hair seats.



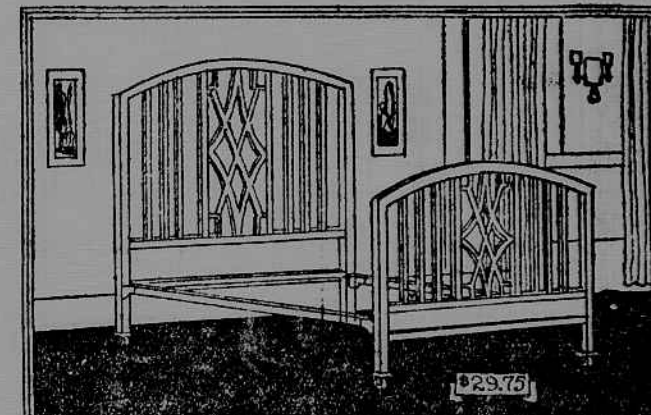
This Dining Suite : \$750
Regular Selling Price : \$1025

10 pieces; walnut; 72" buffet; enclosed server; china closet; 48x60" oblong extension table; 5 side and 1 arm chair; hair seats.



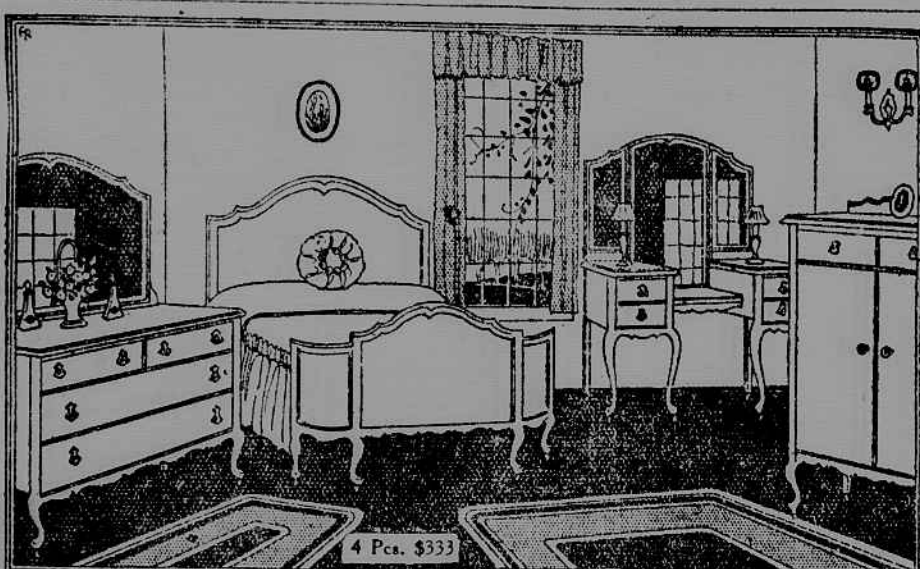
Living Room Suite : \$575
Regular Selling Price \$800

3 pieces; overstuffed; spring seats; loose cushions; covered in tapestry. Comfortable. And home-worthy.



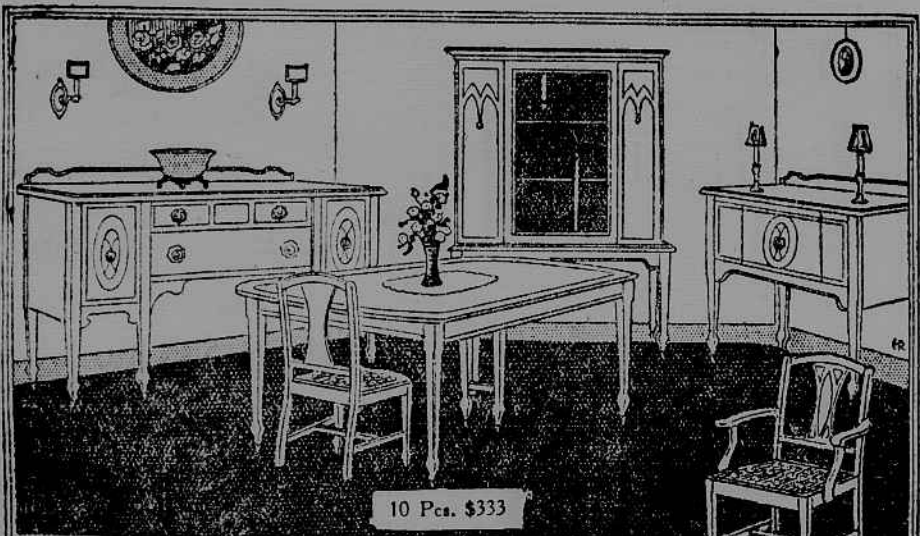
This Simmons Bed : \$29.75
Regular Selling Price \$39.00

Famous "Pennsylvania" bed, now a discontinued pattern. Exclusive at Gimbels. In ivory and blue or brown mahogany finish.



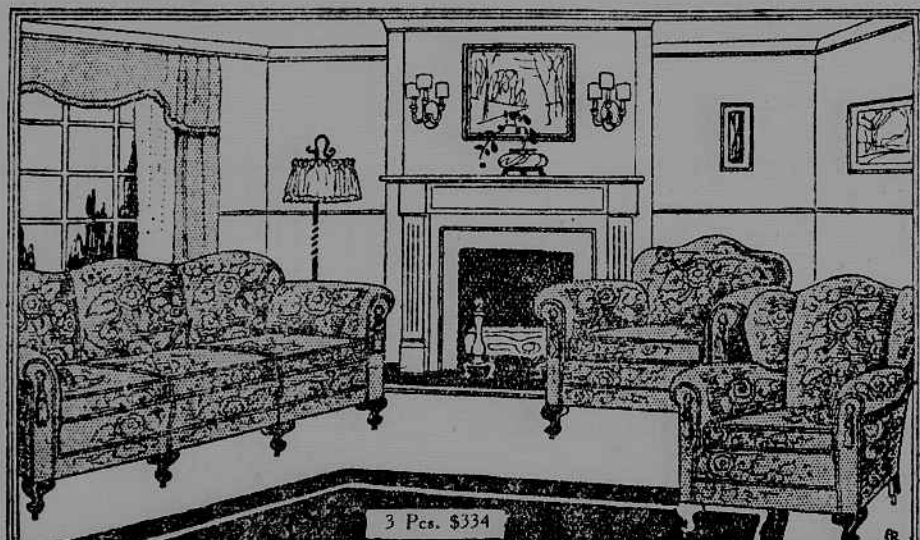
Just 30 of These 4-Piece Bedroom Suites : \$333

Regular Selling Price : \$470
Walnut suite; Queen Anne design; dresser; semi-vanity; chiffonette; full size bow-end bed.



Just 25 of These 10-Piece Dining Suites : \$333

Regular Selling Price : \$550
Mahogany or walnut; new duo-tone effect; 66" buffet; enclosed server; china closet; oblong extension table; 42x60"; 5 side and 1 arm chair; tapestry seats.



Just 25 of These 3-Piece Living Room Suites : \$334

Regular Selling Price : \$560
Overstuffed suite; spring backs; loose cushion seats covered in figured velours of high-grade.

Only eleven pictures on this page—representing 117 suites from this stock of almost a million dollars' worth of good furniture. The mighty force of the many in the graphic presentation of the few. The keystone of the value arch of this sale. Reflecting its magnitude and its majesty. Climactic values. The zenith of value-giving.

Great quantities of such goods as these bought at great reductions. Offered at great reductions. Emphasizing the power of the Three Great Gimbel Stores buying as one. Pooling their interests with affiliated stores. Union the strength. Great reductions the issue and the triumph.

More NEW furniture than in our past two sales put together. Bought because of our belief in the restored normalcy of the furniture market. An expression of our confidence in its stability. More new furniture. And infinitely more desirable. Better made furniture. Better styled furniture. Lower priced furniture. As this page evidences. These prices proclaim.

This new furniture and all the regular Gimbel stock of furniture and beds and bedding REDUCED. REDUCED greatly. More attractive furniture than we have ever known. And more practical. Designed for modern life. Its problems. Its limitations. Superbly serviceable. And purposeful. And beautiful.

New style-notes. But not new standards. NO. The same honorable standards of honest furniture. Honestly made. Honestly priced. Furniture from reputable makers. Backed by their reputation and ours.

And the same dignified system of deferred payments. Which enables you to buy your furniture out of income. To pay for it over a period of months.

Your capital intact.

And the same ideals of value. The same. Yet better. Better through volume buying. Better through better buying. Better through better conditions. Better through better making. Better through better styling. Better through better prices. Better through BETTER FURNITURE. In a better Sale. For you.

**Gimbels Furniture Shop—
Seventh Floor**

Made to Your Order : Biltwel Furniture Also in the Sale

10% Off the Famous Biltwel Custom-Made Furniture (Made on the Premises), in Its First Covering of Denim

In connection with the refurnishing of your home during this February Sale. Gimbels directs attention to its magnificent stocks of rich tapestries and damasks for the covering of Biltwel. Its curtains. And floor-coverings.

Gimbels—Sixth Floor

Prices for the Fabrics for the Covering of Biltwel Have Radically Declined; No Extra Charge for Covering